

Social Psychology (UIUC class)
notes, 1966

Notes On
Social Psychology 50¢

Champion
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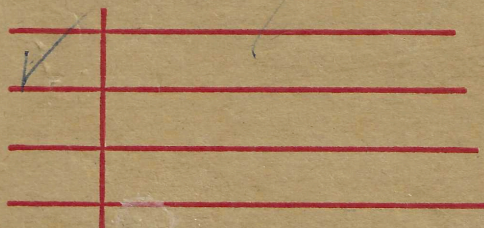
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80

Sheets

11 x 8½

**ACTUAL RULING
MEDIUM and
MARGIN LINE**



Name

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Social Psychology

Social Factors in Perception

Lecture # March 2 / 66

Perception - way in which person learns to interpret his environment.

Environment:

- 1) Geographical
- 2) Psychological

(Object stimulus not always equal to perceived stimulus)
Critical variable: Under impoverished circumstances people can see what they want to see.

* Categorization *

- Responding to a large number of similar stimuli in the same way, ex. (colors)
- Makes possible practical orientation in environment
- Permits quick identification
- Simplifies reaction to environment

Reactions are the same to all members of category. Danger - Stereotyped thinking - danger of wrong judgments

Methods of Ordering Stimuli

(Judging between heavy + light etc.)
(Weight lifter vs watchmaker)

Level of Adaptation - middle point of perception based on earlier experience, (judging)

$$\text{Level of Adaptation} = \sqrt[n]{S_1 \cdot S_2 \cdot S_3 \cdot \dots \cdot S_n}$$

(geometric mean) (product) ↑ number of stimuli exposed to

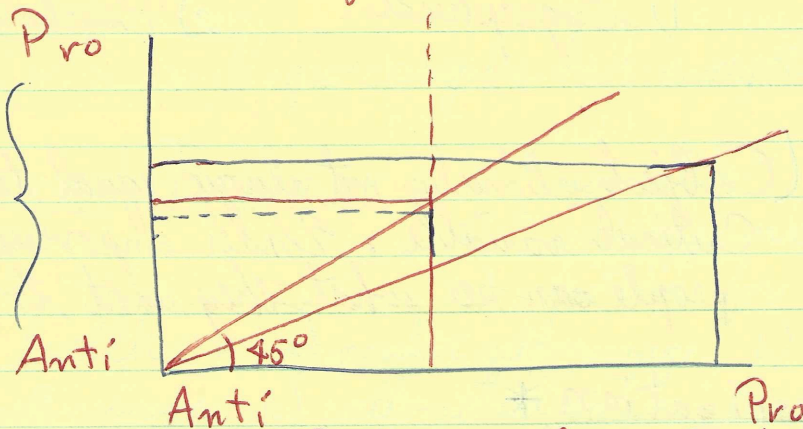
Transfer to Attitudes

British Labor Party

L $\downarrow +$ $\downarrow *$ R

* Judged here by the inexperienced. + looks very left to inexperienced.

Given Statement (reality)



Judgment by subjects (Perception)

Subject makes correct judgment when statement falls directly on his position. When statement is close to his position he assimilates. When it is strongly pro, he judges it more pro than reality.



Assimilation - phenomenon where similar cues are tended to be perceived ~~the~~ to be of the same position as the subject.



Contrast - emphasis is placed on the differences between cues so that, although in fact, a statement is far away from the subject's position, he judges it to be farther than in reality.

Level of Adaptation \downarrow — given experience of subject

Anti Judged as anti Pro

Possible to manipulate Level of Adaptation.

Characteristics of Stimuli :-

Autochonomous - actual physical characteristics

Functional or Behavioral - satisfies a need for subject - depends on needs, experience, and expectations - preparatory sets - context - type of groups in which subject finds himself - cultural context - learning - level of adaptation - habit
Functional has influence depending on the ambiguity of Autochonomous stimulus.

Autochonomous + Functional = Perception

\rightleftharpoons } Strongest in Western World

* - Wegner's Law of Psychological Judgment :

$$\Delta S/s = k$$

change in stimulation which results in discrimination must increase at same rate of intensity of stimulus in order to yield constant (increase stimulus - must have larger difference for discrimination)

$$1/20 > 1/1000 \quad 1/20 = 50/1000 = k$$

Example:

conception of clear majority -

20-21 is easier than 1000-1001,
notion of randomness of choice increased.

Language + Cognition

Lecture #13 - 3/17/66

Language + Cognition

Animals can communicate, (signals, etc.)
but it involves only learned behavior
and they can not reorder sounds
to make different meanings (sentences).

Humans deal with abstractions and the
ability to conceptualize or symbolize
does not require presence of the
stimuli as in animals, (bee's dance).

45 English

Phonemes - number ranges from 15 to 85 (English - 45)
elementary sound units - building blocks of symbolization

Child produces all phonemes at random.
Some are reinforced according to language
environment - develops word usage

Morphemes - units of meaning - (English - 100,000)
more understood than used

Sentences - combinations of morphemes

Child learns in pieces

Imperfection in translation due to different ways of structuring environ.

A	B	C	D	E
W	X	Y	Z	V

Number of words to describe different domains
depends upon importance of concept:

(Esquimaux - snow)

(Arabs - 6,000 words about camels)

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Codability - when a category has high codability it has a single name, is responded to in a homogenous culture quickly, and they agree.

Level of codability depends on frequency of use.
High codability - short words

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(Whorf) - structure of language determines method of thinking
(Opposition) - thinking and discrimination about sensory experiences is the same, only codability differs.

Differences in language are in relative ease of discussion, not in ability to discuss.

In mythology or philosophy differences in definition can occur producing differences in thought.
World can be defined uniquely. (Zen vs Catholic)

Bilinguals - compromise position of cognition

Attributes of Category

different criteria for classification

(sing. - plural, masculine - feminine)

Lecture #14 - 3/9/66

Meanings differ from culture to culture and person to person.

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Meanings derived from:

associations - (similar or opposite)

(chain or check list of adjectives)

stereotypes - (degree of reality and imagination)

Sources of Variance:

- 1) actual characteristics of person judged
- 2) characteristics of person judging
- 3) Interactions of the 2 people

Shifts in stereotype with increased information

[Autostereotype - self stereotype - looking at own group
Heterostereotype - looking at other group
→ often similar but "hetero" is stronger

(Kelly) - meaning studies:

Obtain personal constructs by presenting 3 words (related) such as 1) mother, 2) father, 3) brother. Ask which one of three is different and why.

Personal construct - concept created by person to help him cope w/ environment

Determinants of word usage: (judgments)

personal constructs - { unintelligent mother intelligent
etc. etc.

Judgments on differences in rating for 2 responses ($x + y$) (mother + sin) on the same scale shows similarity of meaning (between mother + sin). (used a semantic differential for each).

$$\sum (x - y)^2$$

Semantic Differential (Osgood)

Subject, concept, + scale graphed in three dimensions.

(Factor analysis) - Responses to certain scales cluster; they are similar = Evaluation

Catagories * Activity, Potency, Evaluation *

People judge world in terms of

Basically cross-culturally valid

Antecedent - Consequent measurement of meaning
Certain responses are culture common
Others are specific

Lecture #15 - 3/11/66

Attitudes - an idea charged with affect that predisposes a class of actions to a particular class of social situations

{
idea - cognitive
emotion - affective
action - conative (behavioral)

Each measured, (+ to -), with respect to attitude object.
Evaluation to each of the 3 components may not be consistent.

Cognitive - can be measured by semantic differential,
also other 2 concepts especially affective.
Conative can also be measured by:

would fight with would not
etc.

(Behavioral Differential) ⁵

Attitude rating of "Negro Physician" - (Physician) - important would

Respect ratings

Marital acceptance

Friendship

Social Distance (Bogardus)

Subordination